

ARDMORE TOURISM AUTHORITY  
BOARD OF TRUSTEES  
MINUTES OF SPECIAL MEETING

August 12, 2021  
Location: Ardmore Convention Center  
12:00 p.m.

TRUSTEES PRESENT: Tammy Bobst, Ken Bohannon, Dawnia Cravatt, Jeff DiMiceli, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, Jeff Storms  
EX-OFFICIO: Sandy Doughty  
ABSENT: Julie Brady, Brent Harness  
STAFF: Mita Bates, Marthanna Donald, Barbara Selby  
OTHER: Drew Butler

Item 1: Call to Order: Roll was called and quorum determined; Chair Jeff Storms called the meeting to order at 12:11 p.m.

Item 2: Confirmation of Compliance with the Open Meetings Act.

- Mita Bates informed the Chairperson that the agenda of the special meeting was posted in prominent public view of both the principal office of the Authority, the place of meeting, and the City of Ardmore, and had been posted at least 48 hours prior to the meeting.

Mita Bates explained recent changes in procedure for Board Meetings related to compliance and Open Meetings Act and how motions are to be amended, made and seconded.

Item 3: Consider and Take Possible Action to Approve the Minutes of the Special Meeting on July 12, 2021 at the Convention Center and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting

- Chris Peters motioned for the Minutes of the Special Meeting on July 12, 2021 at the Convention Center be approved, Tammy Bobst seconded. Tammy Bobst, Dawnia Cravatt, Jeff DiMiceli, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, and Jeff Storms voted aye. Ken Bohannon abstained. There were no nays. The motion passed.

Item 4: Consideration and Possible Action for Acceptance of Treasurer's Report – July 2021 and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting

- Tammy Bobst motioned for Treasurer's Report – July 2021 be amended to include Treasurer's Report - June 2021 and for acceptance of both reports, Jadean Fackrell seconded. Tammy Bobst, Ken Bohannon, Dawnia Cravatt, Jeff DiMiceli, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 5: Presentation of Marketing Objectives for FY 2022

- Mita Bates presented the ATA Marketing Objectives for FY 2022. The development of a specific marketing plan is subject to the uncertainty from the recent COVID-19 resurgence.

Item 6: Consideration and Possible Action to Approve Preliminary Budget for FY 2022 and Approval or Rejection of any Amendments Proposed and Considered by the Board of Trustees at the Meeting

- Mita Bates presented the preliminary budget for FY 2022, along with supporting historic sales tax revenue data and plans for the Festival planned for Spring 2022. After discussion, Jadean Fackrell made a motion to approve the preliminary budget for FY 2022 as presented and Tammy Bobst seconded. Tammy Bobst, Ken Bohannon, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, and Jeff Storms voted aye. Jeff DiMiceli left the room for the discussion and abstained. There were no nays. The motion passed.

Item 7: Consideration and Possible Action to Approve Incentive Requests from Ardmore Barrel Futurity and Approval or Rejection of any Amendments Proposed and Considered by the Board of Trustees at the Meeting

- After brief discussion, Ken Bohannon made a motion to approve \$1,500 incentive to Ardmore Barrel Futurity schedule for September 23-26, 2021 at Hardy Murphy Coliseum, Jadean Fackrell seconded. Tammy Bobst, Ken Bohannon, Dawnia Cravatt, Jeff DiMiceli, Jadean Fackrell, Annie Harlow, Tim Longest, and Chris Peters voted aye. Jeff Storms left the room for the discussion and abstained. There were no nays. The motion passed.

Item 8: Old Business:

- No Old Business was presented or addressed.

Item 9: Updates:

- **Marketing Activities** – Ardmore is marketed in OTRD's bi-annual Fall Foliage Guide and Fishing Guide, and will be included in the upcoming Motorcycle Guide and Dining Guide. Ardmore as a less-densely populated area, its convenient location between OKC and Dallas, and the Convention Center's size and flexibility in space are highlighted in current and upcoming marketing targeted to corporate clients. The Marketing Plan for FY2022 presented earlier in this meeting was referenced.

- **Hardy Murphy** – Jeff Storms updated that Hardy Murphy Coliseum has a busy schedule this Fall. In the next few weeks, HMC will begin the process of hiring an architect for Phase I of the Master Plan. He also thanked Jeff DiMiceli with Ardmore Main Street Authority on behalf of HMC for AMSA moving the Buffalo from the Depot to the Coliseum, which will now have two statues out front.
- **Main Street** – Jeff DiMiceli shared that Sunset Grill is now open and monitoring the number of guests in/out. Downtown now has eight full-service restaurants, which AMSA will begin promoting, as a driver of extended shopping activity. AMSA is working with restaurants to start building in entertainment components. AMSA is looking at providing business and marketing consulting services to Main Street merchants and encouraging businesses to open later and stay open later to facilitate shoppers coming to Downtown for restaurants and special events. Sleigh rides are scheduled for the three Thursdays leading up to Christmas and the hope is that the December Parade will still occur. Jeff also shared that the Chickasaw Nation donated \$300,000 to Depot Park and construction should wrap in Jan. 2022.
- **The Goddard Center** – Ken Bohannon shared that the public phase of the Goddard Center’s Capital Campaign, with Mike and Betty Jane Cawley as honorary Co-Chairs, kicks off Sept. 10 with a size-limited concert by The David Whiteman Band. Art classes begin end of September and a full calendar will be out soon. The GC is back to full staff.
- **Create Ardmore** – Marthanna Donald updated that CA is helping Eastside Renaissance apply for a façade grand and working on a mural for the building. CA is also looking into expanding scope of the Art Video, still looking into the ‘Picture My Future’ banner project, and providing business classes for Artists through the Goddard Center. The annual Scarecrow Contest kicks off the end of Sept. and announcing the winners in conjunction with a Downtown event is TBD.

Item 10: Convention Center Report:

- Barbara Selby reported that events are currently scheduled for all but seven days in August and nine days in September. Upcoming events include Ardmore Parks & Rec’s Murder Mystery August 14, Monkey Business, a 2-week training class, Valero and Michelin Employee events, and the Fall Crafts Fair in November.

Item 11: Adjournment

- There being no further business, Ken Bohannon motioned to adjourn the meeting, Tammy Bobst seconded. Tammy Bobst, Ken Bohannon, Dawnia Cravatt, Jeff DiMiceli, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed. The meeting adjourned 1:24 p.m.

Respectfully submitted;

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Mita Bates, Secretary